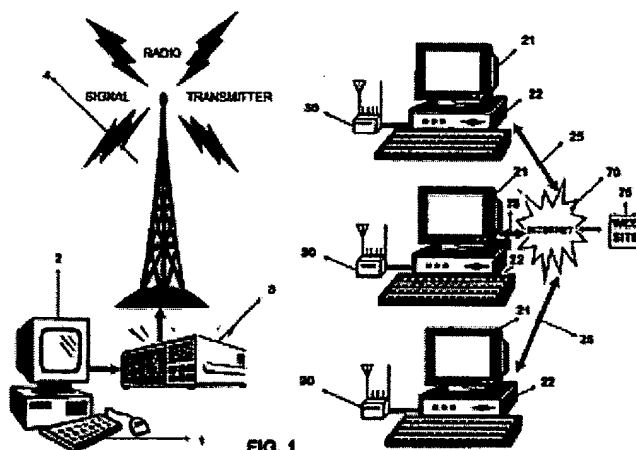


## Transmission of web address data in a radio frequency signal

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**Applicant:** KAPLAN ROBERT (GB)  
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### Abstract of GB2356319

A predetermined web site address is embedded in a transmitted radio frequency signal which is subsequently received, decoded and forwarded to a computer to provide access to the site via the internet. The radio frequency signal may be a broadcast television or radio programme received from a satellite, the internet or cable. The arrangement allows easier access to a web site referred to in a programme. A smart card may be provided to access the site address data.



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